



parentline

Annual Report 2019



Directors:

Anna Barry
Christine Norton
Dominique le Goff
Frances Kelly
Michéle Ridgway
Shane Coleman
Terence Hayden

Company Secretary:

Rita O'Reilly

Auditors:

Paul Nolan, ACCA
Nolan & Associates,
Chartered Accountants
& Registered Auditors,
Suite 302/4,
The Capel Building,
Mary's Abbey, Dublin 7,
D07 C62X,
Ireland

CHY Number:

10069

Company Registration**Number:**

205515

Charity Registration Number:

20025410

Contents (tbc)

Chairperson's Welcome

You are all very welcome to the Parentline AGM 2020 - a year which we will never forget, using technology we had never heard of three months ago! I hope that you have all stayed healthy and safe during the difficult unprecedented pandemic and now that we are beginning to see some light, you continue to keep well, and can get out and enjoy the summer ahead.

The Board would like to extend its sincere sympathies to all members who have been bereaved over the past year. It sends good wishes to anyone who has experienced an illness themselves or indeed in their families. And of course, many congratulations to those of you who welcomed new additions to your extended families.

Today we review the 2019 activities of Parentline, and the Board would like to acknowledge that Parentline's volunteers are at its core. The wealth of experience, the kindness, and the loyalty of this group of people who answer the calls is amazing. Parentline has existed for over 30 years, going from strength to strength, consistently providing a service which is invaluable to Irish families nationwide - that of listening and supporting parents in distress. This could not be done without you - Thank you.

While our volunteers are the core of Parentline, our callers are the reason we exist. There is a plethora of reasons why parents call, and we help by listening, validating their concerns, providing information, if it is appropriate, and giving them the time to tell their story. We provide a free, confidential service and we do not judge; this means our callers trust us with their very private concerns. The Board is confident that we do this extremely well and therefore we are advancing community welfare which is, of course, our core objective.

The Board has worked hard since forming in June 2019. The Secretary's Report will outline the year's activities in more detail but the highlights include National Parents Week in September when Newstalk became the media partner, which ensured huge media coverage throughout the

week, and the Parentline Conference in October, exploring school refusal, with speakers John Sharry and Pairic Clerkin. Neither of these events would have happened without the hard work of our CEO at the time Rita O'Reilly. Unfortunately, Rita signalled her retirement in September, so the Board then went to work on finding a worthy replacement and planning a celebration of her time at Parentline.

I would like to thank all the members of the Board - Shane Coleman, Dominique le Goff, Anna Barry, Frances Kelly, Terence Hayden, and Christine Norton - their dedication to Parentline is obvious in everything the Board accomplishes.

As the rules of Parentline presently dictate, one third of the Board must stand down each year. Sadly, Frances Kelly resigned from the Board in March and Shane Coleman is next in line. It was a pleasure to work alongside both, and on behalf of the Board, I would like to thank them for their loyal service to Parentline. The election of new nominees will take place shortly. 2020 has been a hell of a year so far, but, for Parentline it started on a high when our new CEO Aileen Hickie joined us. Her enthusiasm, energy and compassion has shone through from day one. Aileen has continued to lead Parentline with aplomb through very uncertain times. Covid 19 has caused many logistical problems for Parentline and she has managed every one of them brilliantly so thank you, Aileen, on behalf of the Board and volunteers.

Parentline has never been so busy and because our foundation is built on rock, thanks to Rita's diligence over many years, and because our volunteers are so willing, we have been able to provide and even enhance our service in the last few months. Our visibility as an organisation has increased via social media and traditional media. Our new website, developed during lockdown, is fabulous, full of clear information, and easy to navigate. Rest assured Parentline is in good hands. Thank you Parentline members, volunteers, Board members and CEOs past and present.

Michéle Ridgway

A Word from New Parentline CEO Aileen Hickie

I first heard of Parentline 27 years ago, when as a young journalist, I was asked to write a piece about the organisation which had previously been named Parents Under Stress and had its genesis in 1980. The organisation was established by a group of social workers and public health nurses who were concerned about the isolation of young mothers in Dublin. The helpline was established in 1983 and the name changed to Parentline in the 1990s.

Writing about Parentline in 1993 and the many ways it assisted and supported parents and families, I could never have foreseen that I would one day be lucky enough to become the CEO of such a wonderful organisation.

Parentline, as I learned then and certainly realise now is not just a national helpline offering support, information and guidance but a hugely valuable resource for parents and guardians of children of all ages from infants to adult children. At the heart of the organisation are the forty plus experienced volunteers, all of whom have been extensively trained in listening and counselling skills. Their skill is in connecting with callers and making them feel heard and understood, whether the parents are concerned about anxiety or anger and aggression or school refusal. Or the caller may be worried that their child is lonely or isolated or struggling with their sexuality. The concern might be a child who is self-harming or presenting with learning difficulties. As the volunteers would attest to, the only thing the callers have in common is that they are all looking for help and support. The Parentline volunteers are there to listen.

During the recent months, parents have been under more stress than ever before. Covid 19 and the associated restrictions have meant then parents have been asked to do more than ever before. This has resulted in increased numbers of parents calling the lines, along with exacerbating some of the issues and stresses parents regularly call us about. But despite

working remotely the Parentline volunteers have ensured that there has been no diminution in the service Parentline provides to parents and carers and guardians and families. No ask has been too great even to the extent of the volunteers agreeing to provide a limited and temporary weekend service to help and support parents at this difficult time.

The area that has experienced by far the largest increase in calls to the helpline during the last few months is in child to parent violence in the home. This has resulted in a huge spike in requests for the Non-Violent Resistance (NVR) programme. The demand for the programme has never been so high.

But once again the Parentline volunteers have risen to the challenge and the nine volunteers currently trained to deliver the NVR programme have been commendable and exemplary in the numbers of NVR programmes they have both been asked and agreed to deliver, despite the sometimes stressful nature of these weekly calls and the length of time the programme can take. Their hard work ethic and commitment to Parentline has helped hundreds of families who are going through a very difficult, stressful time. Furthermore, an additional nine volunteers have agreed to training in delivering the NVR programme and this should greatly assist with the current demand and pressures.

I have only been with Parentline for six months, but I already feel very privileged to be part of what is a very special organisation and an invaluable resource. I wish to thank the Board but more particularly the volunteers for welcoming me and teaching me so much about what it is to be part of Parentline. I especially want to thank them for the level of service they provide and their unstinting generosity of spirit and time. I just wish to finish with a few words from one of the longest serving volunteers who has chosen to step back from the organisation temporarily.

Patricia Turley has been with Parentline for 35 years and in that time has given an amazing level of service and been intrinsic to the Parentline operation and community of volunteers and parents. She has written a few short words on her experience of volunteering with Parentline and it beautifully reflects the volunteer experience.

A few words from Patricia Turley:

Parentline has given me the opportunity to enlarge interiorly upon my own experience of life by engaging with the lives of many other people. Their backgrounds, their relationships, had all brought about situations that became too much for them to manage on their own.

Being invited into another person's world has been a great privilege and I hope that the clients have felt supported and enabled to see new ways of coping. I know that I have learned so much from them. Many years and many biscuits later, I am still turning up at Parentline to listen, to learn and to enjoy the company of my fellow volunteers.

Secretary's Report

I). Board Meetings

There were 8 board meetings in 2019, January, March, May, June, two in September and November and December. In total six Directors resigned from the Board last year in compliance with our Articles of Association. These were Nora Tuite, Geraldine Parker, Maeve Breen, Wendy Murphy, Fiona Murray and Malcolm Argyle. Great thanks is due to them all for their huge service to the organisation. Two new Board members, Michéle Ridgway and Anna Barry were appointed. Christine Norton and Dominique le Goff were co-opted to the Board in October. They are already proving to be invaluable assets and we hope they continue in their efforts to support Parentline in its objectives.

At the first meeting of the new Board in June 2019. Michéle Ridgway was elected as Chairperson. Frances Kelly was elected as Treasurer and Shane Coleman agreed to be the minute-taker.

In a continued effort to ensure all Directors are aware of their responsibilities Diarmaid O' Corrbui from Carmichael gave board training in September 2019. In addition, Michéle attended training on the role of the Chair, Frances attended training on the role of the Treasurer and Christine, Dominique and Frances attended training on the Governance code.

II). Governance

During the year 2019 the Board continued to oversee and ensure the implementation of Parentline's strategy and governance. it is mandatory for all charities to sign up to The Governance Code before the end of 2020.

As such in 2019 a governance sub committee was formed, comprising Frances Kelly, Christine Norton and Dominique Le Goff. They have now met a number of times and continue to stringently oversee and implement our governance code compliance. Ria O'Reilly has worked closely with the group (and Aileen Hickie has attended since joining Parentline).

III). Policies

Parentline, like all charities, is required to have a suite of policies in place so that all are clear of what is expected of them. These policies are available on the website and in the helpline room. They are reviewed on a rolling basis.

These are the policies we have in place.

- Child Safeguarding Statement
- Confidentiality Policy
- Data Protection Policy
- Volunteer Recruitment Policy (2019)
- Finance Policy
- Whistleblowing Policy
- Risk Management Policy
- Complaints procedure Policy for service users
- Health, Safety and Wellness Policy

IV). Strategic Plan

The Strategic Plan is constantly under review and a dedicated Strategic Planning committee was set up in February 2019 which met four times during the year. Two other organisations, TU Dublin and Tangent TCD, gave input into the development of the Parentline strategic plan working in consultation with Rita O Reilly.

In order to complete the process of establishing a new and relevant Strategic Plan, the new Board formed a sub-committee of Michele Ridgway, Anna Barry, Terence Hayden and Shane Coleman and using the Reports from TU and Tangent developed the Strategic Plan 2020-2025. (New CEO Aileen Hickie was closely involved since January).

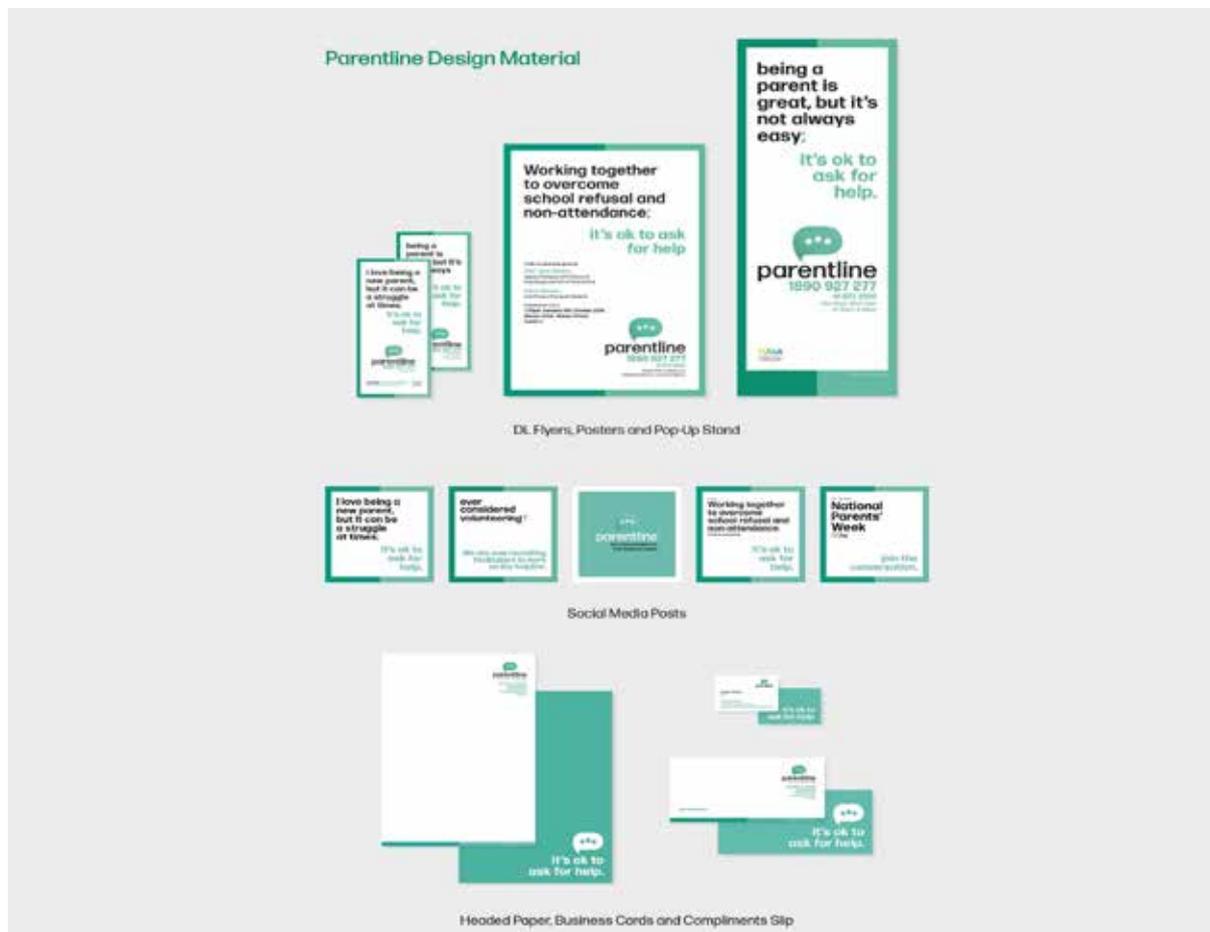
V). CEO Retirement

Sadly, Rita O'Reilly made the decision to retire after eighteen years at the helm of Parentline. The Board recognises her dedication and commitment to the organisation. It is mainly thanks to Rita that Parentline is the valuable resource it is today. Rita built up the team of volunteers we have working the lines and has built lasting relationships with each and every one. Her loyalty is only matched by our volunteers' loyalty and it is 'the formula' for providing such a successful and much needed service to parents.

The Board hosted a farewell party for Rita in November which was well attended. Rita was presented with gifts from the volunteers as a token of their appreciation. While Rita is missed by everyone, her legacy will not be forgotten - Parentline is a well-established, highly thought of, efficient resource for the community thanks to Rita.

VI). Rebranding

It was decided in June 2019 to rebrand Parentline. bold Studios was asked to do a redesign of all Parentline logos and branding. This was a huge success and refreshed the look of Parentline. Posters and brochures were sent out and placed in many schools and garda stations in 2019. Letter heads and emails carry the new branding and it is used on social media and on the homepage of our website. Examples of which can be seen below:



VII). Fundraising/Donations

Huge thanks and congratulations to Gerry Breen who cycled the Ring of Kerry Charity Race in aid of Parentline. This is a great achievement in anyone's book and Gerry raised €3,200 for Parentline through his efforts.

In 2019 we once again received a donation of €500 from St. Benildus school in Kilmacud and we continue to receive a monthly donation from a friend of Parentline, who made an additional once off donation of €500 in 2019.

The conference on school refusal with Professor John Sharry as the headline speaker made a profit of €570 for Parentline.

We also continue to collect the coins and take donations for the books on the shelf in the helpline room and although it does not make a fortune, it all counts, and it is a good way to pick up an interesting book. Any other details on fundraising can be gleaned from our annual audited accounts.

Thanks is also due to Nolan Supermarket in Clontarf which continues to support Parentline with refreshments for the helpline room and to Glenpatrick Water for the supply of water and cups.

VIII). New Volunteers/Training

Four volunteers completed their training in 2019 and settled into the helpline room very well. It was hoped to run new volunteer training from 5 October 2019, but this was postponed until February 2020 due to the retirement of the CEO Rita O Reilly.

Two more volunteers, Terence Hayden and Louise Mulholland, were trained in delivering the NVR programme bringing the numbers trained to nine on the team. Eileen McCaughey, Louise Mulholland and Rita also attended a Dublin wide NVR network event run by Tusla to make their staff and contacts aware of NVR availability.

Ongoing training was given to volunteers throughout the year with a talk by BodyWhys on eating disorders. A Juvenile Liaison officer (JLO) from An Garda Síochána informed volunteers on community policing. And lastly, The National Parents Council explained its work as a link between parents and schools regarding their children's education.

An even bigger event was the one-day training course on Safe Talk/Suicide Prevention, a HSE initiative which was held on 11 May in the Margaret Aylward Centre in Glasnevin with thirty-one attendees.

We are particularly grateful for the peer support group sessions held throughout the year by Mary Kane and which benefit the volunteers greatly. Training was also undertaken in 2019 by Rita O Reilly on the new EU led anti money laundering controls. This was held by Mason, Hayes and Curran.

Finally, congratulations to Clare Hodgins and Christine Norton who completed the Parents Plus Adolescents programme in September 2019. It certifies them to deliver this programme to schools and groups in future.

IX). Raising awareness for Parentline

Over the course of the 2019 year, Parentline participated in numerous events which aided in boosting its profile. Among them was National Parents Week, running from 23 to 29 September alongside media partner Newstalk. It garnered much valued publicity for Parentline in various media such as the Irish Times and local and national radio stations. Thanks to Shane Coleman for his help.

Additionally, the National Conference on School Refusal was held at Wynn's Hotel on 8 October. The MC for this event was Shane Coleman and the expert panel was led by Professor John Sharry and Pairic Clerkin from the National Primary Schools Network. It was attended by approximately 150 people.

Parentline became more active on social media platforms in 2019 and the Twitter, and Instagram pages were, in particular, updated. This has continued into 2020, with updates having been made on the Parentline website and all above said platforms.

Instagram - [parentline_ireland](#)

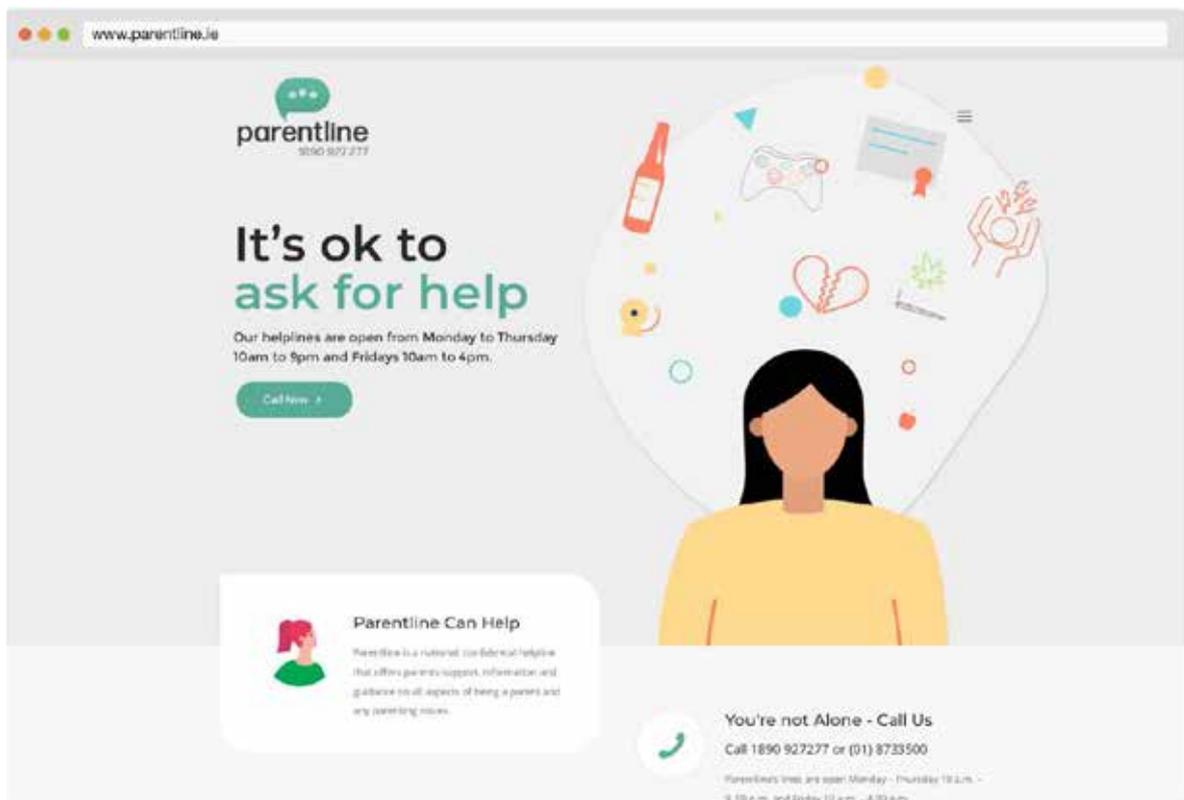
Twitter - [@ParentlineIre](#)

Website - www.parentline.ie

Website

As the new branding strategy implemented in 2019 was brought into Parentline's social media usage, it subsequently led to the redesign and improvement of the company website in 2020. Using the updated logos and design, the new website layout and formatting allows users to have more accessibility and transparency. The website, by Jet Design, has been created with parents in mind, knowing the stresses of everyday parenting can be eased with a simple format for navigation.

Critical sections on the website include an extensive frequently asked question (FAQs) section, testimonials by previous callers to Parentline, as well as expanded sections on topics such as school refusal and post-natal depression. In an acknowledgment of the large increase in requests for the Non-Violent Resistance programme, the website contains a large-scale division, explaining how NVR programme is carried out and the ways in which it may aid. Below is our current homepage, which illustrates the improvements made to the service:



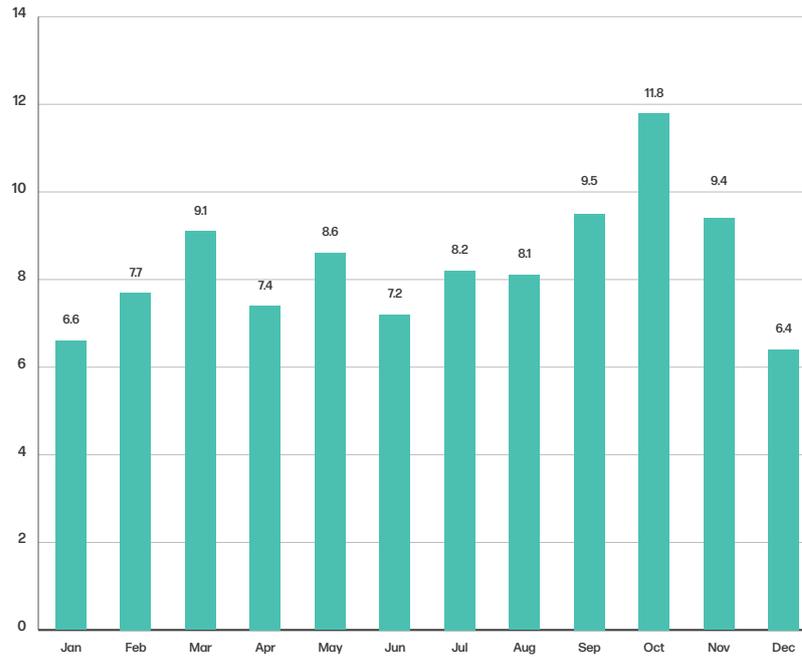
Statistics and Trends in Relation to Calls to the Parentline Service:

This report was compiled using data from the Salesforce database system that is used by both the Helpline volunteers and the admin personnel at Parentline for the calendar year 2019 and the first two months of 2020. It identifies key issues with respect to the profile of the people who use the Parentline service, their children, the principal reasons for availing of the helpline and the times when the volume of calls are at their peak.

It is envisaged that a further analysis of helpline call data for the years 2009 to 2019 will be carried out at a later stage in order to identify trends in respect of the profile of the callers, their key issues and how these have changed over the decade.

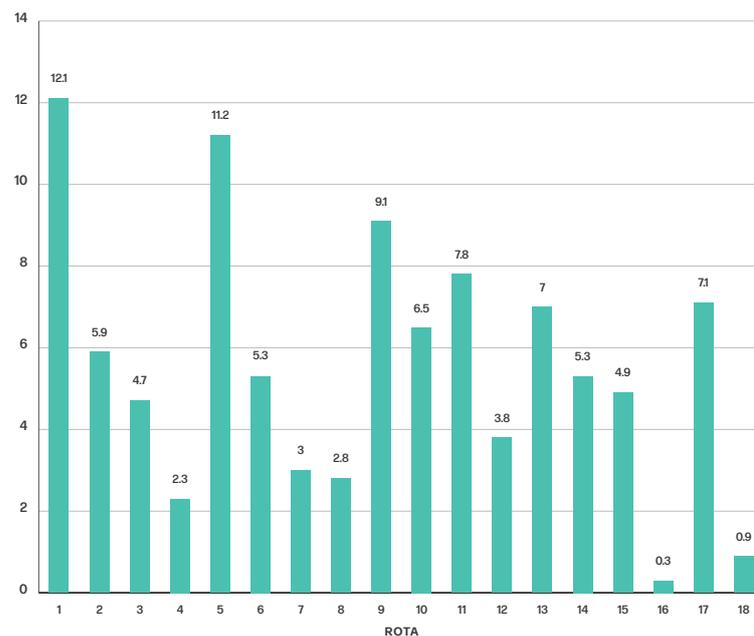
In total, 2,960 calls to the helpline service were logged for the calendar year 2019 with the seasonal trend indicating that calls were at their highest volume in the Autumn and Spring periods. October 2019 saw the highest proportion of calls (at 12 per cent) with September and November accounting for 9.5 and 9.4 per cent respectively. Conversely, calls were at their lowest in the months of December (6.4 per cent of all calls), January (6.6 per cent) and June (at 7.2 per cent). The chart below illustrates the pattern of call volume on a monthly basis.

Helpline Calls by Month - Annual 2019 (in %)



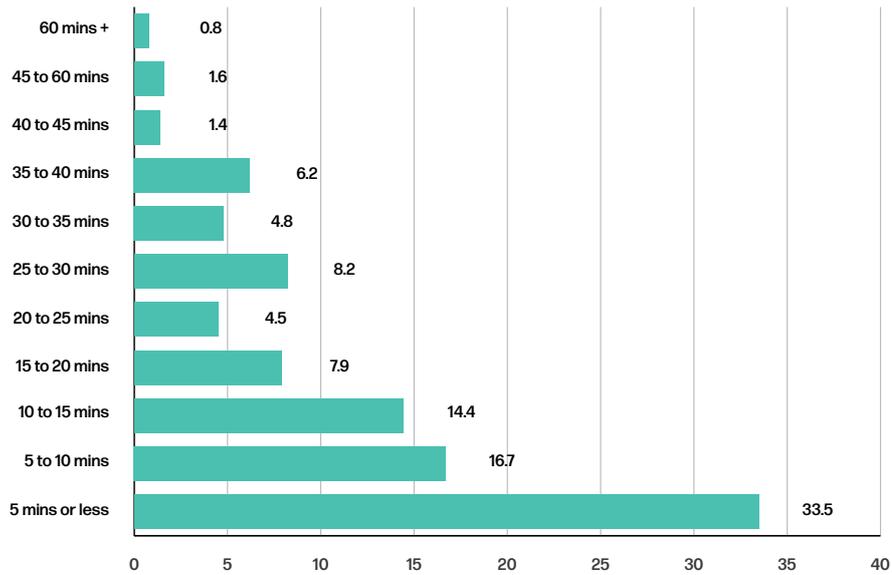
The pattern of the volume of calls to the helpline service during 2019 when analysed by volunteer rota times indicates a peak of calls in the morning periods (10am to 1pm) with the highest number of calls on Monday (12 per cent) and Tuesday (11 per cent) mornings – Rotas 1 and 5 respectively. The data indicates that the general pattern is of a diminishing volume of calls during the day with the lowest number during the evening rota periods (from 7pm to 9pm). The period for Rota 16 in particular (Thursday evenings from 7pm to 9pm) is distinguished by a very low volume of calls, accounting for only 0.3 per cent of the total for 2019. Fridays (Rotas 17 and 18) experience the lowest volume of calls to the helpline, accounting for 8 per cent of calls on a weekly basis.

Helpline Calls by Rota - 2019 Annual (in %)

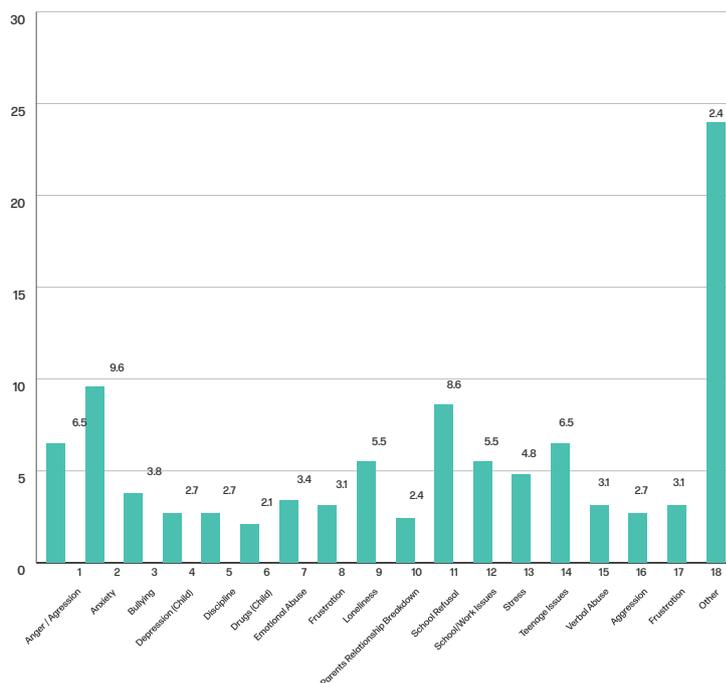


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Length of Call in Minutes - Annual 2019 (in %)

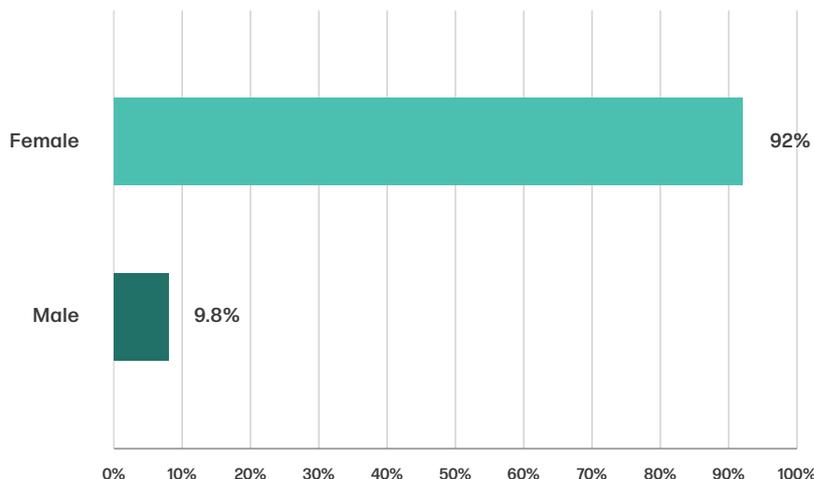


Reasons for Calls to Helpline Service - 2019 Annual (in %)

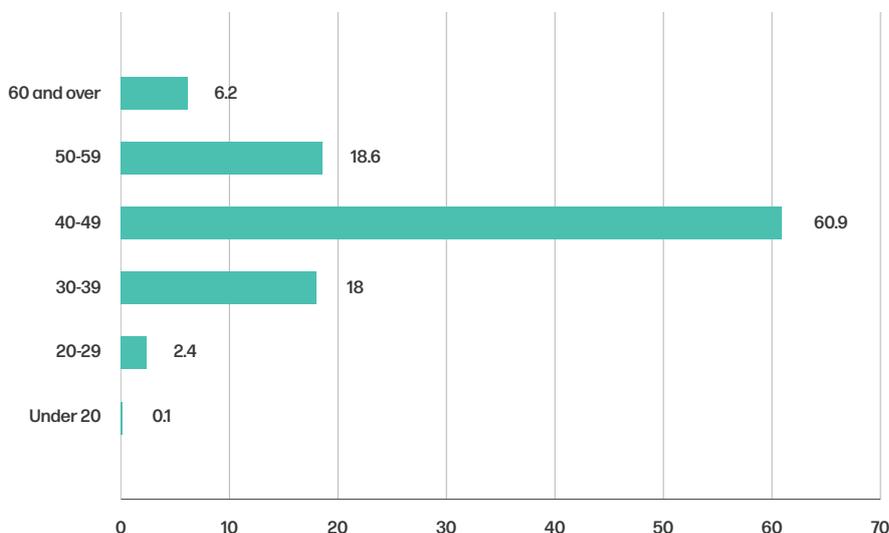


Data for 2019 indicate that the main reasons for parents accessing the helpline service with respect to their children were anxiety (9.6 per cent), school refusal (8.6 per cent), anger/aggression and teenage issues (at 6.5 per cent each). Loneliness among the children of the callers and school/work issues both accounted for 5.5 of the per cent of the main reason for calls in 2019 with stress (at 4.8 per cent) being the seventh main reason

Gender of Caller - 2019 Annual (in %)

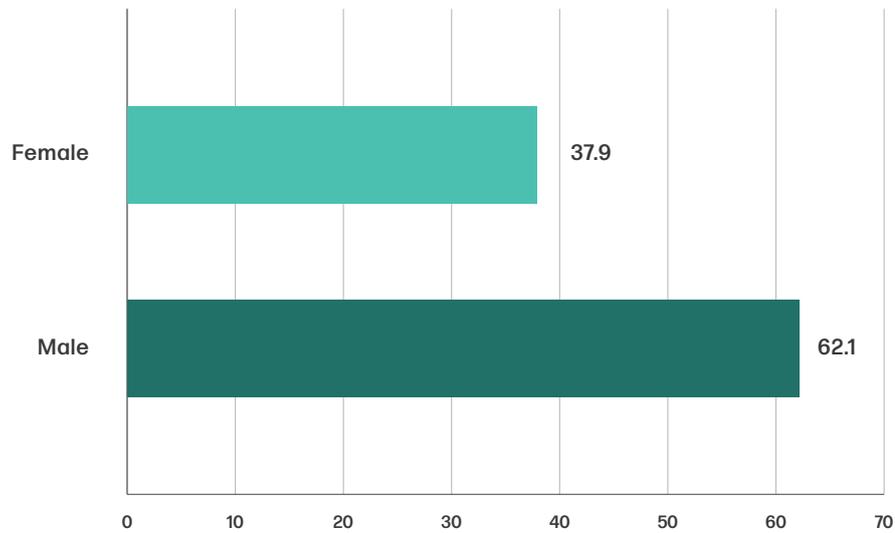


Age of Caller - 2019 Annual (in %)



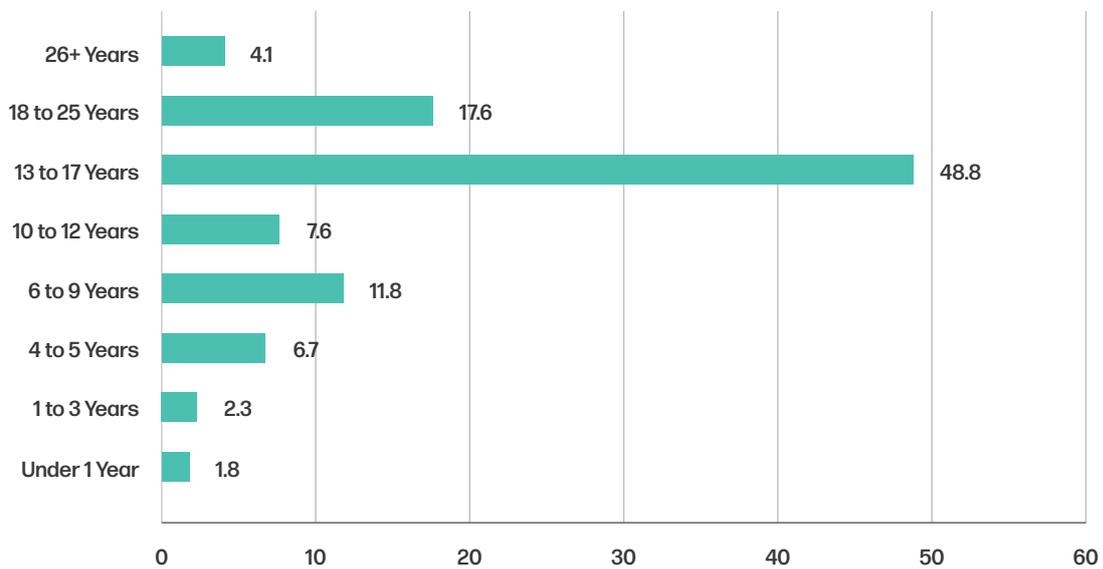
The age profile of callers is marked by a predominance of 40 to 49 year age category (at 61 per cent of callers) with the 30 to 39 year and 50 to 59 year age category accounting for 18 and 18.6 per cent respectively. This distinct age profile of callers in their 40s to the service may be related to the fact that the age of the child of concern tends to be in their teenage years. Parents in the 20 to 29 year age category accounted for only 2.4 per cent of calls in 2019, significantly lower than for parents aged 60 years and over (6.2 per cent).

Gender of Child - 2019 Annual (in %)



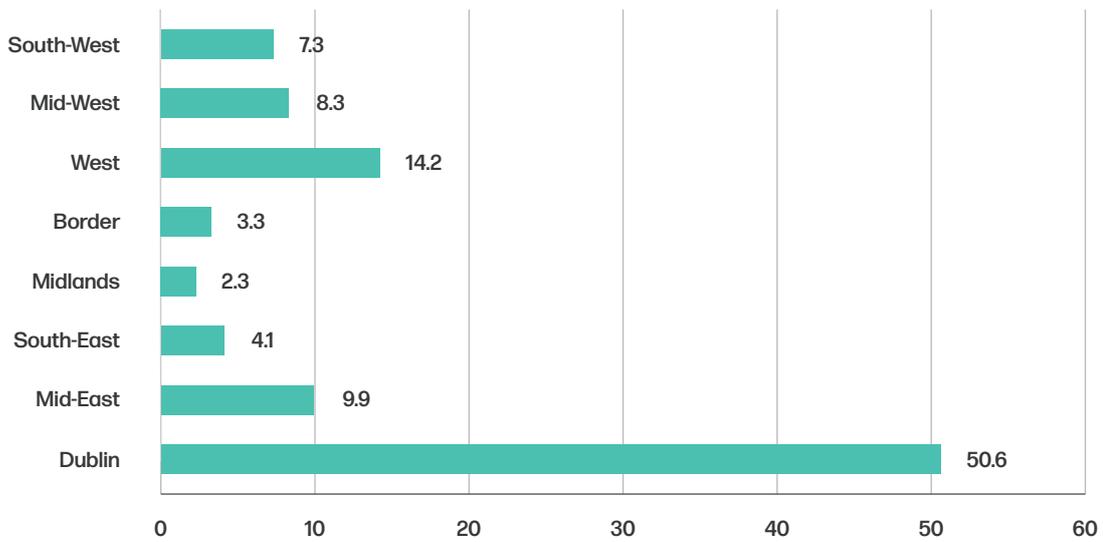
In terms of the children of concern of parents calling the Parentline service, males accounted for 62 per cent and females for 38 per cent in 2019.

Age of Child - 2019 Annual (in %)



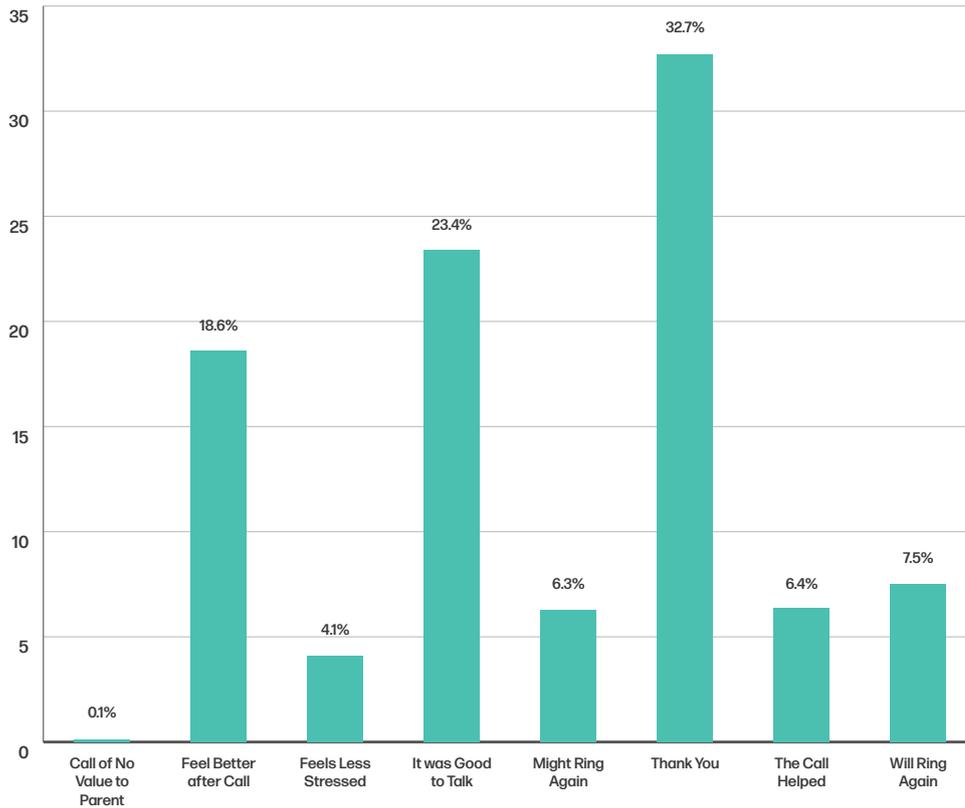
The age of the child of concern is dominated by those in the teenage category (49 per cent aged 13 to 17 years inclusive) with young adult children (aged between 18 and 25 years) accounting for 17.6 per cent. The predominance of teenagers and young adults is reflected in the data for the age profile of the callers, with those in their 40s and 50s predominant (as discussed in the previous section). Children aged between 6 and 9 years accounted for 12 per cent of calls with infants and toddlers (aged 0 to 3 years) accounting for only 4.1 per cent of calls in 2019.

Helpline Calls by Region - 2019 Annual (in %)



An analysis of the region of origin of calls to Parentline in 2019 indicates that the Dublin Region (comprising of Dublin City and the suburban local authority areas of Fingal, South Dublin and Dun Laoghaire-Rathdown) accounted for 51 per cent of calls, higher than its 2016 population share of 32 per cent. The surrounding Mid-east region (counties Kildare, Meath and Wicklow) accounted for 10 per cent of calls with the South-east, Border and Midlands regions accounting for the lowest number of calls to the helpline (at 4.1 per cent, 3.3 per cent and 2.3 per cent respectively). Of interest is the disproportionately high share of calls from the West region (Galway, Mayo, Roscommon, Leitrim and Sligo) with a high volume of calls from County Mayo skewing this figure.

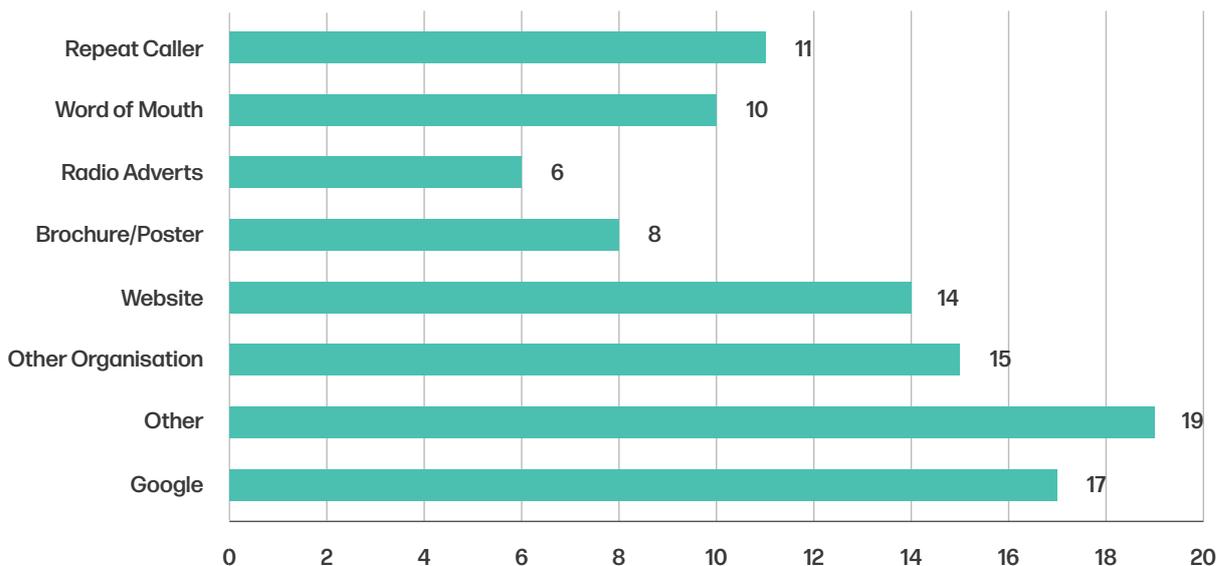
Caller Feedback - Annual 2019 (in %)



Callers to the Parentline service in 2019 were overwhelmingly satisfied with the service offered and the assistance they received from the volunteers. 33 per cent of callers were grateful to the volunteers, 23.4 felt that it had been good to talk and 18.6 per cent felt better after their call. An almost negligible number believed that the call had been of no value to them, accounting for 0.1 per cent of the feedback from callers.

How Did The Caller Hear About Parentline? 2019 Annual (in %)

In terms of how the callers had heard of Parentline, 17 per cent of callers in 2019 mentioned Google as the source, 15 per cent mentioned another organisation, 14 percent were made aware of Parentline through our website and 10 per cent heard of Parentline through word of mouth. 8 per cent of callers heard of the service via a brochure or poster and 6 per cent through the medium of radio advertising. All of the above information was compiled by Patrick Shiels, Administration.



Audited Financial Statements for the Financial Year ended 31 December 2019

Reference And Administrative Information

Directors

Nora Tuite (Resigned 10 June 2019)
Geraldine Parker (Resigned 10 June 2019)
Maeve Breen (Resigned 10 June 2019)
Wendy Murphy (Resigned 10 June 2019)
Fiona Murray (Resigned 10 June 2019)
Malcolm Argyle (Resigned 10 June 2019)
Shane Coleman
Terence Hayden
Frances Kelly
Christine Norton
(Appointed 24 October 2019)
Dominique Le Goff
(Appointed 24 October 2019)
Michelle Ridgway
(Appointed 10 June 2019)
Anna Barry
(Appointed 10 June 2019)

Company Number

205515

Registered Office and Principal Address

Carmichael House
North Brunswick Street
Dublin 7

Auditors

KT Nolan & Associates LTD
302 The Capel Building
Mary's Abbey
Dublin 7

Bankers

Permanent TSB
Omni Park Shopping Centre
Santry
Dublin 9

Allied Irish Bank
Capel Street
Dublin 1

Company Secretary

Rita O'Reilly

Charities Regulatory Authority Number

20025410

DIRECTORS' ANNUAL REPORT

for the financial year ended 31 December 2019

The directors present their Directors' Annual Report, combining the Directors' Report and Trustees' Report, and the audited financial statements for the financial year ended 31 December 2019. The financial statements are prepared in accordance with the Companies Act 2014, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

The Directors' Report contains the information required to be provided in the Directors' Annual Report under the Statement of Recommended Practice (SORP) guidelines. The directors of the company are also charity trustees for the purpose of charity law and under the company's constitution are known as members of the board of trustees.

In this report the directors of PARENTLINE present a summary of its purpose, governance, activities, achievements and finances for the financial year 2019.

The company is a registered charity and hence the report and results are presented in a form which complies with the requirements of the Companies Act 2014 and, although not obliged to comply with the Statement of Recommended Practice (Charities SORP effective January 2015), the organisation has implemented its recommendations where relevant in these financial statements.

The company is limited by guarantee not having a share capital.

Financial Results

At the end of the financial year the company has assets of €49,306 (2018 - €44,796) and liabilities of €2,049 (2018 - €2,697). The net assets of the company have increased by €5,158.

Principal Risks and Uncertainties

The company is reliant on grant income from the government agency Tusla for funding to trade.

Directors and Secretary

The directors who served throughout the financial year, except as noted, were as follows:

Nora Tuite (Resigned 10 June 2019)

Geraldine Parker (Resigned 10 June 2019)

Maeve Breen (Resigned 10 June 2019)

Wendy Murphy (Resigned 10 June 2019)

Fiona Murray (Resigned 10 June 2019)

Malcolm Argyle (Resigned 10 June 2019)

Shane Coleman

Terence Hayden

Frances Kelly

Christine Norton (Appointed 24 October 2019)

Dominique Le Goff (Appointed 24 October 2019)

Michelle Ridgway (Appointed 10 June 2019)

Anna Barry (Appointed 10 June 2019)

In accordance with the Articles of Association, the directors retire by rotation and, being eligible, offer themselves for re-election.

The secretary who served throughout the financial year was Rita O'Reilly.

Compliance with Sector-Wide Legislation and Standards

The company engages pro-actively with legislation, standards and codes which are developed for the sector. PARENTLINE subscribes to and is compliant with the following:

- The Companies Act 2014
- The Charities SORP (FRS 102)

Auditors

The auditors, KT Nolan & Associates LTD have indicated their willingness to continue in office in accordance with the provisions of section 383(2) of the Companies Act 2014.

Accounting Records

To ensure that adequate accounting records are kept in accordance with Sections 281 to 285 of the Companies Act 2014, the directors have employed appropriately qualified accounting personnel and have maintained appropriate computerised accounting systems. The accounting records are located at the company's office at Carmichael House, North Brunswick Street, Dublin 7.

Approved by the Board of Directors on 12 May 2020 and signed on its behalf by:

Michelle Ridgway
Director

Anna Barry
Director

The directors are responsible for preparing the financial statements in accordance with applicable Irish law and Generally Accepted Accounting Practice in Ireland including the accounting standards issued by the Financial Reporting Council.

Irish company law requires the directors to prepare financial statements for each financial year. Under the law the directors have elected to prepare the financial statements in accordance with the Companies Act 2014 and FRS 102 “The Financial Reporting Standard applicable in the UK and Republic of Ireland” issued by the Financial Reporting Council. Under company law, the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the assets, liabilities and financial position of the company as at the financial year end date and of the net income or expenditure of the company for the financial year and otherwise comply with the Companies Act 2014.

In preparing these financial statements, the directors are required to:

- select suitable accounting policies and apply them consistently;
- observe the methods and principles in the Statement of Recommended Practice: Accounting and Reporting by Charities (2015);
- make judgements and estimates that are reasonable and prudent;
- state whether the financial statements have been prepared in accordance with the relevant financial reporting framework, identify those standards, and note the effect and the reasons for any material departure from those standards; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in operation.

The directors confirm that they have complied with the above requirements in preparing the financial statements.

The directors are responsible for ensuring that the company keeps or causes to be kept adequate accounting records which correctly explain and record the transactions of the company, enable at any time the assets, liabilities, financial position and net income or expenditure of the company to be determined with reasonable accuracy, enable them to ensure that the financial statements and the Directors’ Annual Report comply with Companies Act 2014 and enable the financial statements to be audited. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the directors are aware:

- there is no relevant audit information (information needed by the company’s auditor in connection with preparing the auditor’s report) of which the company’s auditor is unaware, and
- the directors have taken all the steps that they ought to have taken as directors in order to make themselves aware of any relevant audit information and to establish that the company’s auditor is aware of that information.

Approved by the Board of Directors on 12 May 2020 and signed on its behalf by:

Michelle Ridgway	Anna Barry
Director	Director

Report on the audit of the financial statements

Opinion

We have audited the company financial statements of PARENTLINE for the financial year ended 31 December 2019 which comprise the Statement of Financial Activities (incorporating an Income and Expenditure Account), the Balance Sheet, the Cash Flow Statement and the related notes to the financial statements, including a summary of significant accounting policies set out in note 2. The financial reporting framework that has been applied in their preparation is Irish law and FRS 102 “The Financial Reporting Standard applicable in the UK and Republic of Ireland” and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with FRS 102.

In our opinion the financial statements:

- give a true and fair view of the assets, liabilities and financial position of the company as at 31 December 2019 and of its net incoming resources for the financial year then ended;
- have been properly prepared in accordance with FRS 102 “The Financial Reporting Standard applicable in the UK and Republic of Ireland”, as applied in accordance with the provisions of the Companies Act 2014 and having regard to the Charities SORP; and
- have been properly prepared in accordance with the requirements of the Companies Act 2014.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (Ireland) (ISAs (Ireland)) and applicable law. Our responsibilities under those standards are further described in the Auditor’s responsibilities for the audit of the financial statements section of our report. We are independent of the company in accordance with ethical requirements that are relevant to our audit of financial statements in Ireland, including the Ethical Standard for Auditors (Ireland) issued by the Irish Auditing and Accounting Supervisory Authority (IAASA), and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which ISAs (Ireland) require us to report to you where:

- the directors’ use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the directors have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the company’s ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other Information

The directors are responsible for the other information. The other information comprises the information included in the annual report other than the financial statements and our Auditor’s Report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2014

Based solely on the work undertaken in the course of the audit, we report that:

- in our opinion, the information given in the Directors' Annual Report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- in our opinion, the Directors' Annual Report has been prepared in accordance with the Companies Act 2014.

We have obtained all the information and explanations which we consider necessary for the purposes of our audit.

In our opinion the accounting records of the company were sufficient to permit the financial statements to be readily and properly audited. The financial statements are in agreement with the accounting records.

Matters on which we are required to report by exception

Based on the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified any material misstatements in the Directors' Annual Report. The Companies Act 2014 requires us to report to you if, in our opinion, the disclosures of directors' remuneration and transactions required by sections 305 to 312 of the Act are not made. We have nothing to report in this regard.

Respective responsibilities

Responsibilities of directors for the financial statements

As explained more fully in the Directors' Responsibilities Statement set out on page 6 the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the company or to cease operations, or has no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an Auditor's Report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (Ireland) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Further information regarding the scope of our responsibilities as auditor

As part of an audit in accordance with ISAs (Ireland), we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by directors.
- Conclude on the appropriateness of the directors' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our Auditor's Report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our Auditor's Report. However, future events or conditions may cause the company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

The purpose of our audit work and to whom we owe our responsibilities

Our report is made solely to the company's members, as a body, in accordance with Section 391 of the Companies Act 2014. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an Auditor's Report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume any responsibility to anyone other than the company and the company's members, as a body, for our audit work, for this report, or for the opinions we have formed.

Kieron Nolan
for and on behalf of
KT NOLAN & ASSOCIATES LTD
302 The Capel Building
Mary's Abbey
Dublin 7
6 May 2020

STATEMENT OF FINANCIAL ACTIVITIES

(Incorporating an Income and Expenditure Account)

The notes on pages 12 to 16 form part of the financial statements 9 for the financial year ended 31 December 2019

	Notes	Unrestricted Funds 2019 €	Total 2019 €	Unrestricted Funds 2018 €	Total 2018 €
Incoming Resources					
Activities for generating funds	3.1	80,599	80,599	80,058	80,058
Other income	3.2	1,000	1,000	-	-
Total incoming resources		81,599	81,599	80,058	80,058
Resources Expended					
Charitable activities	4.1	76,442	76,442	65,707	65,707
Net incoming/outgoing resources before transfers		5,157	5,157	14,351	14,351
Gross transfers between funds		-	-	-	-
Net movement in funds for the financial year		5,157	5,157	14,351	14,351
Reconciliation of funds					
Balances brought forward at 1 January 2019	10	42,100	42,100	27,748	27,748
Balances carried forward at 31 December 2019		47,257	47,257	42,099	42,099

The Statement of Financial Activities includes all gains and losses recognised in the financial year. All income and expenditure relate to continuing activities.

BALANCE SHEET

as at 31 December 2019

	Notes	2019 €	2018 €
Current Assets			
Cash at bank and in hand		49,306	44,796
Creditors: Amounts falling due within one year	7	(2,050)	(2,697)
Net Current Assets		47,256	42,099
Total Assets less Current Liabilities		47,256	42,099
Suspense		1	-
Net Assets		47,257	42,099
Funds			
General fund (unrestricted)		47,257	42,099
Total funds	10	47,257	42,099

Approved by the Board of Directors and authorised for issue on 12 May 2020 and signed on its behalf by

Michelle Ridgway
Director

Anna Barry
Director

Approved by the Board of Directors and authorised for issue on 12 May 2020 and signed on its behalf by

CASH FLOW STATEMENT

for the financial year ended 31 December 2019

Notes	2019 €	2018 €
Movement in cash in the financial year	4,511	13,225
Reconciliation of net cash flow to movement in net funds (Note)		
Movement in cash in the financial year	4,511	13,225
Net funds at 1 January 2019	44,796	31,571
Net funds at 31 December 2019	49,307	44,796

NOTES TO THE FINANCIAL STATEMENTS

for the financial year ended 31 December 2019

1. GENERAL INFORMATION

PARENTLINE is a company limited by guarantee incorporated in the Republic of Ireland. The registered office of the company is Carmichael House, North Brunswick Street, Dublin 7 which is also the principal place of business of the company. The financial statements have been presented in Euro (€) which is also the functional currency of the company.

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

The following accounting policies have been applied consistently in dealing with items which are considered material in relation to the charity's financial statements.

Incoming Resources

Voluntary income or capital is included in the Statement of Financial Activities when the company is legally entitled to it, its financial value can be quantified with reasonable certainty and there is reasonable certainty of its ultimate receipt. Entitlement to legacies is considered established when the company has been notified of a distribution to be made by the executors. Income received in advance of due performance under a contract is accounted for as deferred income until earned. Grants for activities are recognised as income when the related conditions for legal entitlement have been met. All other income is accounted for on an accruals basis.

Income from charitable activities

Income from charitable activities include income earned from the supply of services under contractual arrangements and from performance related grants which have conditions that specify the provision of particular services to be provided by the company. Income from government and other co-funders is recognised when the company is legally entitled to the income because it is fulfilling the conditions contained in the related funding agreements. Where a grant is received in advance, its recognition is deferred and included in creditors. Where entitlement occurs before income is received, it is accrued in debtors.

Grants from governments and other co-funders typically include one of the following types of conditions:

- Performance based conditions: whereby the company is contractually entitled to funding only to the extent that the core objectives of the grant agreement are achieved. Where the company is meeting the core objectives of a grant agreement, it recognises the related expenditure, to the extent that it is reimbursable by the donor, as income.
- Time based conditions: whereby the company is contractually entitled to funding on the condition that it is utilised in a particular period. In these cases the company recognises the income to the extent it is utilised within the period specified in the agreement.

In the absence of such conditions, assuming that receipt is probable and the amount can be reliably measured, grant income is recognised once the company is notified of entitlement.

Grants received towards capital expenditure are credited to the Statement of Financial Activities when received or receivable, whichever is earlier.

Cash at bank and in hand

Cash at bank and in hand comprises cash on deposit at banks requiring less than three months notice of withdrawal.

Taxation and deferred taxation

No current or deferred taxation arises as the company has been granted charitable exemption. Irrecoverable valued added tax is expensed as incurred.

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date where transactions or events have occurred at that date that will result in an obligation to pay more tax in the future, or a right to pay less tax in the future. Timing differences are temporary differences between the company's taxable income and its results as stated in the financial statements.

Deferred tax is measured on an undiscounted basis at the tax rates that are anticipated to apply in the periods in which the timing differences are expected to reverse, based on tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

3. INCOME**NOTES TO THE FINANCIAL STATEMENTS** for the financial year ended 31 December 2019

3.1 OTHER TRADING ACTIVITIES	Unrestricted Funds €	Restricted Funds €	2019 €	2018 €
Tusla Grant	74,192	-	74,192	74,192
Donations	1,454	-	1,454	1,310
Talks	-	-	-	1,030
Fundraising	3,367	-	3,367	3,526
Conference Income	1,461	-	1,461	-
Training Income	125	-	125	-
	80,599	-	80,599	80,058
3.2 OTHER INCOME	Unrestricted Funds €	Restricted Funds €	2019 €	2018 €
Dublin Bus Grant	1,000	-	1,000	-

4. EXPENDITURE

4.1 CHARITABLE ACTIVITIES	Direct Costs €	Other Costs €	Support Costs €	2019 €	2018 €
Fundraising costs	943	-	3,864	4,807	-
HR & Admin costs Staff welfare	-	626	3,407	3,407	1,554
Audit fee	-	-	1,250	1,250	1,230
Office expenses	1,709	-	25,636	27,345	17,417
Staff costs	-	-	39,633	39,633	45,506
	2,652	626	73,164	76,442	65,707

4.2 SUPPORT COSTS	Charitable Activities €	2019 €	2018 €
Cost of charitable activities and admin costs	30,938	30,938	17,069
Volunteer training	510	510	1,177
Talks	216	216	-
Travel expenses	340	340	-
Computer costs	1,629	1,629	-
Governance Cost - Salaries/Paye/PRSI	38,907	38,907	-
Governance Cost - Audit fee	1,230	1,230	-
Governance Costs - CRO filing fee	20	20	-
Governance Costs	-	-	46,118
	73,790	73,790	64,364

5. ANALYSIS OF SUPPORT COSTS

Basis of Apportionment	2019 €	2018 €
Cost of charitable activities	30,938	17,069
Volunteer training	510	1,177
Talks	216	-
Travel expenses	340	-
Computer costs	1,629	-
Governance Cost Salaries/Paye/PRSI	38,907	-
Governance Cost - Audit fee	1,230	-
Governance Costs - CRO filing fee	20	-
Governance Costs	-	46,118
	73,790	64,364

6. EMPLOYEES AND REMUNERATION

Number of employees

The average number of persons employed (including executive directors) during the financial year was as follows:

	2019 Number	2018 Number
Management	1	1
The staff costs comprise:	2019	2018
	€	€
Wages and salaries	35,319	40,000
Social security costs	3,688	4,125
	39,007	44,125

7. CREDITORS

	2019	2018
Amounts falling due within one year	€	€
Taxation and social security costs (Note 8)	840	1,467
Accruals	1,210	1,230
	2,050	2,697

8. TAXATION AND SOCIAL SECURITY

	2019	2018
	€	€
Creditors:		
PAYE / PRSI	840	1,467

9. RESERVES

	2019	2018
	€	€
At 1 January 2019	42,099	27,748
Surplus for the financial year	5,158	14,351
At 31 December 2019	47,257	42,099

10. FUNDS

10.1 RECONCILIATION OF MOVEMENT IN FUNDS

	Unrestricted Funds €	Total Funds €
At 1 January 2018	27,748	27,748
Movement during the financial year	14,351	14,351
At 31 December 2018	42,099	42,099
Movement during the financial year	5,158	5,158
At 31 December 2019	47,257	47,257

10.2 ANALYSIS OF MOVEMENTS ON FUNDS

	Balance 1 January 2019 €	Income €	Expenditure €	Transfers between funds €	Balance 31 December 2019 €
Unrestricted income					
Income	42,100	81,599	76,442	-	47,257
Total funds	42,100	81,599	76,442	-	47,257

10.3 ANALYSIS OF NET ASSETS BY FUND

	Current assets €	Current liabilities €	Total €
Unrestricted general funds	49,306	(2,050)	47,256
	49,306	(2,050)	47,256

11. STATUS

The company is limited by guarantee not having a share capital.

The liability of the members is limited.

Every member of the company undertakes to contribute to the assets of the company in the event of its being wound up while they are members, or within one year thereafter, for the payment of the debts and liabilities of the company contracted before they ceased to be members, and the costs, charges and expenses of winding up, and for the adjustment of the rights of the contributors among themselves, such amount as may be required, not exceeding € 1.27 (one euro and twenty seven cent).

12. POST-BALANCE SHEET EVENTS

There have been no significant events affecting the Charity since the financial year-end.

13. CASH FLOW STATEMENT

13.1 RECONCILIATION OF OPERATING NET MOVEMENT IN FUNDS TO NET CASH INFLOW FROM OPERATING ACTIVITIES	2019	2018
	€	€
Net movement in funds	5,158	14,351
Movement in creditors	(647)	(1,126)
Net cash inflow from operating activities	4,511	13,225

14. APPROVAL OF FINANCIAL STATEMENTS

The financial statements were approved and authorised for issue by the Board of Directors on 12 May 2020.

Strategic Plan for Parentline

May 2020 - May 2025 inclusive

Vision: Position Parentline to be the leading national parent support organisation in Ireland.

Mission: Parentline is known by and available to all parents, guardians, and professionals as a confidential, non-judgemental, source of support, information, and guidance.

Parentline will encourage diversity in our organisation to reflect the changes in Irish society, through our recruitment process, on-going training, advertising and Board membership.

2020/21

- Review our Mission Statement and confirm it is relevant and up to date.
- Create a new improved website using the new branding from 'bold'. It will provide clear direction to our audience as to what we do through a system of FAQ's; How to contact us and how to donate. It will have at least the previous two years financial statements and our updated and ratified Policies. Ideally links to Twitter and Instagram or at least the handles. It will contain testimonials from experienced professionals and supporters of Parentline. It will provide information and details as to how to volunteer with Parentline.
- Access Google advertisement for Charities.
- Identify suitable experienced volunteers, to a maximum of 5, to be further trained as NVR recruits in order to expand the very busy NVR offering within Parentline.
- The Board, in conjunction with the CEO, will identify potential new directors who have the key skills which would enhance the Board.
- Carry out an audit of PC's, phones, and office equipment in order to make sure that Parentline is running to an optimal level.
- The Board will complete all Governance legal requirements by end of 2020 which necessitates checking, updating, and ratifying all policies and possibly creating new ones.
- To achieve our mission of being the leading national support organisation for parents, we will establish the baseline of first-time callers in 2019 and aim to increase this number by 5% year on year.

Mid-2021 to Mid-2023

- In line with our Articles of Association, which states that Parentline provides support to those experiencing PND, initial and refresher training will be provided for all volunteers, by a suitable professional, in how best to deal with parents with this issue.
- Ensure there are sufficient volunteers so that there is a minimum of two volunteers on every shift. Identify a suitable time to recruit and train new volunteers.
- Explore the possibilities of rolling out a weekend service - This should be done remotely by experienced volunteers.
- Put a targeted Social media strategy in place building on contacts and influencers. It needs to be continuous to be successful.
- Source funding for administration assistant to achieve best outcome.

Mid 2023- Mid 2025

- Review strategy to date, bearing in mind the changing environment, check that actions are being implemented and alter plan if necessary.
- Develop relationships with Ambassadors/influencers to continue to establish awareness of Parentline.
- Develop PND and NVR service.
- Review how successful the website is on an on-going basis, update as necessary. Make sure we are up to date as to the best mode of contact, to best support our clients / callers.
- Recruit and train new volunteers.
- Hold a national fundraiser (in conjunction with a corporate sponsor), primarily to promote Parentline, by raising awareness nationally, and raise funds.

